

101506T4TTM

TOURISM AND TRAVEL CONSULTANT LEVEL 6

TO/0S/TM/CR/08/6

MANAGE TOUR OFFICE OPERATIONS

Nov. /Dec. 2022



THE KENYA NATIONAL EXAMINATIONS COUNCIL

WRITTEN ASSESSMENT

Time: 3 hours

INSTRUCTIONS TO CANDIDATES

Maximum marks for each question are indicated in brackets ().

*This paper consists of **TWO** sections: A and B.*

Answer questions as per instructions in each section.

You are provided with a separate answer booklet.

This paper consists of THREE (3) printed pages
Candidates should check the question paper to ascertain that all pages
are printed as indicated and that no questions are missing

SECTION A(40MKS)

Answer all the questions in this section

1. Njuki is an entrepreneur who wishes to start a small tour office. Identify **FOUR** factors he should consider before starting this venture. (4 marks)
2. Give **FIVE** reasons why a company may decide to dismiss its employees. (5 marks)
3. Identify **FOUR** considerations that a tour firm may put in place when recruiting new staff. (4 marks)
4. State **THREE** uses of tour reports in a tour office. (3 marks)
5. Identify any **THREE** benefits of carrying out a SWOT analysis for a tour company. (3 marks)
6. Outline **THREE** legal requirements that should be met before setting up a tour office. (3 marks)
7. Identify **SIX** performance indicators in a tour office. (6 marks)
8. Describe **SIX** benefits of a communication policy in travel agency. (6 marks)
9. List **FOUR** components of a communication policy. (4 marks)
10. Define tour office report. (2 marks)

SECTION B (60MARKS)

Answer any three questions in this section

- 11.a) Explain **FIVE** benefits of staff training in a tour office. (10 marks)
- b) A telephone is one of the most popular modes of communication in tour offices. Describe **FIVE** communication etiquette you would apply while using this mode. (10 marks)
- 12.a) Describe **FIVE** components of a strategic plan for tour office management. (10 marks)
- b) Explain **FIVE** advantages of internal communication in a tour office set-up (10 marks)
- 13a). Describe **FOUR** services that may be reserved by a travel agency. (8 marks)
- b) Explaining **FIVE** benefits that a tourist will get from purchasing a tour package through a travel intermediary. (12 marks)

14.a) Describe the process involved in formulating staff reward and recognition systems by travel agencies. (10 marks)

b) Describe **FIVE** benefits of inducting new employees in a tour firm. (10 marks)

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